Gain a Unified View of Giving to Drive Fundraising Performance

As nonprofits look to grow their mission, it is important for them to have a central place for tracking all aspects of their constituent relationships. Fundraising Solutions from Nonprofit Cloud, bring best in class CRM technology to nonprofits to do just that - track all your donor information in one place, and build stronger relationships with your donors that can have a dramatic positive impact on your fundraising productivity.

LET'S TAKE A CLOSER LOOK AT WHAT IT MEANS TO HAVE A UNIFIED VIEW OF GIVING
HOW YOUR NONPROFIT BENEFITS:

- One connected source of truth across all your systems for a single and unified view of your donors, volunteers and grantees
- Increased transparency and accountability for external and internal stakeholders
- Higher efficiency and productivity and less time spent on manual tasks

HOW YOUR DONORS BENEFIT:

- Easy and seamless giving experience
- Personalized content that is relevant, actionable and timely
- Acknowledgment that they are valued and that their donation makes a big difference

NONPROFITS AND DONORS BENEFIT FROM HAVING A UNIFIED VIEW OF GIVING
A DONOR’S JOURNEY WITH NONPROFIT CLOUD CAPABILITIES

This is an example of a donor’s journey that uses the capabilities of Nonprofit Cloud. See the next page for more details on the products and features presented here.

MEET JAX AND HIS DOG, MO.

Jax volunteers at your non-profit. He gets a thank you note with more info.

Jax donates a recurring donation of $25.

Jax’s gift is processed through his payment provider.

You view Jax’s contact record and invite him to the annual gala using a ticketing app.

At the gala, Jax gives you a check for $10,000.

Jax’s giving information & interactions are aggregated on his contact record.

Jax’s recurring donation can be viewed, managed and modified in NPSP.

Gifts that are entered into the CRM automatically post to the general ledger.

MARKETING CLOUD
Plan and execute an email campaign tailored to donor preferences.

GIVING PAGES
Out of the box donations forms that you can personalize.

PAYMENT SERVICES
Accept online donations that can automatically flow into the CRM via NPSP.

NONPROFIT SUCCESS PACK (NPSP)

ACCOUNTING SUBLEDGER

APPEXCHANGE

CONTACT RECORD

GIFT ENTRY
Fast and mouse-free entry for single and batch data within NPSP.
**Nonprofit Cloud**
Nonprofit Cloud is a set of solutions for nonprofits that give them a 360-degree view of their mission. With solutions for Fundraising, Marketing and Engagement and Program Management, nonprofits use Nonprofit Cloud to realize the potential of the Salesforce CRM.

**Nonprofit Success Pack (NPSP)**
The foundation of Nonprofit Cloud is an app called NPSP. NPSP adds prebuilt constituent and donor management components to get you up and running on Salesforce, faster. NPSP is flexible, open source and built for and by the nonprofit community.

**Accounting Subledger: Enable Greater Accountability and Transparency**
Accounting Subledger prepares your fundraising information for your accounting system. It connects fundraising and finance by ensuring consistent revenue and accounting data across all your activities.

**Gift Entry: Simplify and Expedite Data Entry**
Gift Entry is a feature within NPSP that allows users to enter batch and single gifts, easily and efficiently.

**AppExchange: Quick and Easy Ways to Extend Your Capabilities**
AppExchange provides thousands of solutions that install in a few clicks and extend your CRM capabilities to include peer to peer giving, ticketing, etc.

**Elevate Suite: Integrated Fundraising Suite to Reach and Engage Supporters**
Salesforce.org Elevate is a fundraising suite that helps nonprofits grow support and maximize impact. It includes Salesforce.org Payment Services, and Giving Pages – all seamlessly integrated into NPSP.

**Recurring Donations: Streamline Management of Sustained Giving**
Recurring Donations is a feature within NPSP that streamlines entry and management of recurring gift data.

Learn more about fundraising solutions from Nonprofit Cloud.